

FOR IMMEDIATE RELEASE

THE EARTHSHOT PRIZE KICKSTARTS YEAR 2: LAUNCHING THE SEARCH FOR THE WORLD'S MOST EXTRAORDINARY ECO-SOLUTIONS

- **After a breakthrough first year awarding £1 million each to 5 incredible Winners, The Earthshot Prize begins its search to find the next cohort of ground-breaking eco-innovators**
- **Over 300 hand-picked Official Nominators, representing over 80 countries worldwide, will nominate the best and brightest solutions from around the world with the potential to repair and regenerate the planet**
- **Accepting nominations until 4 March, 2022, the Prize has identified 'tipping point' sectors including transportation, fashion and construction, all of which can generate significant and accelerated positive change**
- **Throughout the year, these nominations will be assessed and evaluated to discover the five Winners for 2022, who will each receive a £1 million grant to scale the impact of their work**

LONDON, England, 6 January, 2022: The Earthshot Prize has kick-started 2022 with the opening of its ambitious search for the world's greatest eco-innovators and their breakthrough solutions. In its second year, the Prize has expanded its network of Nominators, with over 300 organisations from more than 80 countries, representing not-for-profit, foundation, investment, corporate, academic, governmental and community led organizations which will search their expert networks and communities to find truly ground-breaking eco-solutions that can repair and regenerate the planet.

Nominators have until 4 March, 2022, to submit entries that will be considered as part of the independent assessment process run by Deloitte, the implementation partner of The Earthshot Prize.

Last year Earthshot solutions included coral reef farming, pioneering green hydrogen, entrepreneurial technology to access to electricity in energy-poor countries, a city-wide food programme to eliminate waste, and a country-wide policy to halt deforestation and protect the rainforest.

Based on extensive research and consultation, each of the five Earthshots has three areas of focus known to be key 'tipping points' which have the potential to generate significant impact in the next five years, including personal transportation, regenerative agriculture, future-fit buildings, and extending the life of fashion, food and plastic products. The Prize is seeking nominations in these areas, and will also prioritise indigenous, and women-led solutions, Web3.0 enabled solutions, nominations that unlock new financial models which value nature, and finally, wild cards- the out-of-the-box, blue sky solutions that have transformative impact potential.

The Earthshot Prize will use five filters for assessing each nomination:

- **Type of Intervention** – Prevention, restoration and adaptation.
- **Diversity of Nominations** – Including any country or sector, an individual, teams, organisations, governments or a group of organisations.
- **Stage of Solution** – Solutions that are beyond idea stage, with working prototypes or proven effectiveness, ready to be scaled or replicated rapidly within the next five years.
- **Characteristics of Nominations** – Inspiring, inclusive and impactful with the ability to spark the imagination, build equity and human benefits, and have proven and scalable impact against the Earthshots.
- **Key enablers** – Leveraging democratised data technologies, new financial and legal mechanisms, or are led by women and indigenous voices.

Following the assessment process, which includes detailed evaluation and due diligence, a longlist of 30 nominations will progress to the selection stage. This stage is supported by a panel of independent experts, who will advise on Finalists, and the prestigious Earthshot Prize Council

including Prince William, Sir David Attenborough, Shakira and Christiana Figueres, who with other Members will select the five Winners.

Prince William said: “The 2021 Winners and Finalists have set the bar incredibly high. As the nominations for 2022 open, I can’t wait to see what solutions the Prize helps to champion this coming year. In 2022, we are determined to go further by seeking even more nominations from every corner of the world, ensuring that we spotlight and scale the very best ideas and innovations that will put our planet on a sustainable path and protect our world for generations to come.”

Announced later in the year, Finalists of The Earthshot Prize will access a unique platform of support from our Global Alliance of Partnerships. The 2022 Earthshot Winners will each win £1m in prize money at the end of 2022 in a magical Awards Ceremony to be broadcast globally.
ENDS

Social media: @earthshotprize / @dukeandduchessofcambridge / #EarthshotPrize /

For more information about The Earthshot Prize, visit: www.earthshotprize.org
Email: TEPmedia@freuds.com

Notes to Editors

About The Earthshot Prize:

Created by Prince William and The Royal Foundation, The Earthshot Prize is the most exciting global environment prize in history, designed to discover and scale the best solutions to repair our planet over the next 10 years. Inspired by President John F. Kennedy’s Moonshot which united millions of people around the goal of reaching the moon, The Earthshot Prize aims to catalyse an Earthshot challenge to urgently encourage and scale environmental innovations that can help put the world firmly on a trajectory towards a stable climate, where communities, oceans & biodiversity thrive in harmony by 2030. The five Earthshot challenges are: Protect and Restore Nature; Clean our Air; Revive our Oceans; Build a Waste-free World; and Fix our Climate.

The Prize is an urgent call to action to the world and aims to turn the current pessimism surrounding environmental issues into optimism, by championing inspiring leadership and helping to scale incredible cutting-edge solutions. It will discover 50 winners over 10 years with the power to repair the planet. In October 2021 the inaugural Earthshot Prize awards ceremony was held in London hosted by Dermot O’Leary and Clara Amfo and included performances from Coldplay, Ed Sheeran and Yemi Alade.

About The Royal Foundation of The Duke and Duchess of Cambridge:

The Royal Foundation mobilises leaders, businesses and people so that together we can address society’s greatest challenges. Led by The Duke and Duchess of Cambridge, our work is built on world-class research, long-term partnerships, and measurable, scalable impact.

The Earthshot Prize Council

The Prize is backed by [The Earthshot Prize Council](#), a truly global team of influential individuals from a wide range of different sectors, all of whom are committed to championing positive action in the environmental space. Every year from 2021 until 2030, The Earthshot Prize Council will award The Earthshot Prize to five Winners, one per Earthshot.

The Earthshot Expert Advisory Panel

A shortlist of nominations are assessed by an Expert Advisory Panel, who make recommendations on the Prize Winners to the [Prize Council](#). The Expert Advisory Panel is a crucial stage in the selection process that adds a further layer of independence and rigour, bringing together expertise from science, conservation, innovation, investment, economics, politics, communications and activism. This extensive and varied experience allows the panel to make an informed and holistic assessment on the diverse set of Finalists and advise on which nominations will have the greatest impact and should, therefore, be awarded The Earthshot Prize.

About The Earthshot Prize Global Alliance:

The Earthshot Prize is supported by its [Global Alliance](#), an unprecedented network of organisations worldwide which share the ambition of the Prize. Within the Global Alliance are:

The Global Alliance Founding Partners are a group of leading global organisations and philanthropists which act as strategic funding partners to the Prize, including Aga Khan Development Network, Bezos Earth Fund, Bloomberg Philanthropies, Breakthrough Energy Foundation, Coleman Family Ventures, DP World in partnership with Dubai EXPO 2020, Holch Povlsen Foundation, Jack Ma Foundation, Marc and Lynne Benioff, Paul G. Allen Family Foundation and Rob & Melani Walton Foundation.

Global Alliance Partners are non-profit environment and sustainable development organisations that bring expertise, global reach and serve as nominating organisations each year. For full list see website: [Global Alliance - Earthshot Prize](#)

Global Alliance Members are some of the world's largest and most influential companies and brands who will support The Earthshot Prize, implement ambitious changes within their businesses and accelerate the advancement of the solutions of Prize Finalists and Winners. They are: Arup, Bloomberg L.P., Deloitte, Herbert Smith Freehills, Hitachi, Ingka Group (IKEA), Microsoft, The Multichoice Group, Natura &Co, Safaricom, Salesforce, Unilever, Vodacom Group, Walmart.